

NOTICE OF DECISION UNDER REGULATION 32 FILM POSTERS

DVD ADVERTISING

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Mommy Is A MILF 2

is **Not Approved.**

The DVD slick is not approved because it contains extremely degrading and demeaning representations of women. The slick contains 28 framed, explicit images of women engaged in sexual activity. Most of these images are set out in rows presenting specific sexual activities. Each row presents a collection of highly degrading and demeaning conduct accompanied by text that highlights this conduct. This barrage of images and accompanying text highly degrade and demean the models and women generally by presented them as a collection of mere sexual orifices. These images are designed to be sexually arousing for male viewers of the slick.

The Classification Office has weighed the competing considerations of the issues raised above and the rights to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The degrading and demeaning nature of the video slick's text and images makes it likely that, if the slick were to be submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993, it would be classified as objectionable. The slick is therefore not approved. Such a limitation on the right to freedom of expression is justified in order to prevent likely injury to the public good. The likely injury arises from the availability, to a predominantly male audience, of advertising material that reinforces negative attitudes towards women.

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Date: 25 October 2007

For the Classification Office (signed):

OFLC No: 702324